



THE ASSOCIATED STUDENTS OF COLORADO STATE UNIVERSITY

6th SESSION OF THE FIFTY-FOURTH SENATE

September 18th, 2024

LEX #5401

Creation of an ASCSU Senate Public Relations Officer

NOTICE: *A signature to sponsor means that you only wish for the legislation to be heard, a signature to endorse means that you support the contents and/or actions of this legislation.*

WRITTEN BY: Hayden Taylor, Speaker of the Senate;

COLLABORATED WITH:

SPONSORED BY: Ellie Lutz, Chair, Internal Affairs Committee, Senator, Warner College of Natural Resources; Haleigh Yankoski, Senator, Warner College of Natural Resources; Jorja Whyte, Director of Basic Needs;

ENDORSED BY: Nick DeSalvo, President, ASCSU; Madeleine Kamberg, Parliamentarian; Legislative Cabinet;

ABSTRACT: *This Lex aims to create, fund, and define an ASCSU Senate Public Relations Officer to manage marketing and public relations of the Senate.*

WHEREAS,

The ASCSU Senate lacks effective marketing of its own; and,

WHEREAS,

As a result, the students that we represent are often underinformed as to what the ASCSU Senate does, the legislation we pass, and how to get involved; and,

WHEREAS,

There is insufficient focus within existing positions of the Senate on marketing, which warrants the creation of a Senate Public Relations Officer; *so,*

THEREFORE, BE IT HEREBY ENACTED

That the 54th Senate of the Associated Students of Colorado State University establishes the position of Senate Public Relations Officer; and,

THEREFORE, BE IT HEREBY FURTHER ENACTED

That the attached job description shall serve as the job description for this position, and shall be added to Article II, Section 2 of the Senate Bylaws under the job description for the Recruitment and Retention Officer; and,

THEREFORE, BE IT HEREBY FURTHER ENACTED

That Section 206 (Senate Magistrates), subsection B of the Constitution of the Associated Students of Colorado State University, which currently reads "The other magistrates (officers) of the Senate shall be the Speaker Pro Tempore, Parliamentarian, Recruitment and Retention Officer, and Chairs of the ASCSU Committees." be amended to read as follows: "The other magistrates (officers) of the Senate shall be the Speaker Pro Tempore, Parliamentarian, Recruitment and Retention Officer, Senate Public Relations officer, and Chairs of the ASCSU Committees."; and,

THEREFORE, BE IT HEREBY FURTHER ENACTED

That Section 206 (Senate Magistrates), subsection C of the Constitution of the Associated Students of Colorado State University, which currently reads "The officers of the Senate shall be the Speaker of the Senate, Speaker Pro-tempore, Parliamentarian, Recruitment and Retention officer, and Clerk of the Senate." be amended to read as follows: "The officers of the Senate shall be the Speaker of the Senate, Speaker Pro-tempore, Parliamentarian, Recruitment and Retention officer, Senate Public Relations Officer, and Clerk of the Senate."; and,

THEREFORE, BE IT HEREBY FURTHER ENACTED

That Article IV, Section 1 (Officers), subsection A of the Senate Bylaws, which currently reads "The newly elected Senate during their first official meeting shall elect a Speaker Pro Tempore, Parliamentarian, a Senate Recruitment and Retention Officer and four (4) ASCSU Committee Chairs; all officers shall be inaugurated at this session with the discretion of the presiding Magistrate." be amended to read as follows: "The newly elected Senate during their first official meeting shall elect a Speaker Pro Tempore, Parliamentarian, a Senate Recruitment and Retention Officer, a Senate Public Relations Officer, and four (4) ASCSU Committee Chairs; all officers shall be inaugurated at this session with the discretion of the presiding Magistrate."; and,

THEREFORE, BE IT HEREBY FURTHER ENACTED

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That Article V, Section 1 (Legislative Cabinet), subsection A of the Senate Bylaws, which currently reads "There shall be a Legislative Cabinet chaired by the Speaker of the Senate consisting of the Speaker Pro Tempore, Parliamentarian, Clerk, Recruitment and Retention Officer, Internal Committee Chairs, and Caucus Chairs." be amended to read as follows: "There shall be a Legislative Cabinet chaired by the Speaker of the Senate consisting of the Speaker Pro Tempore, Parliamentarian, Clerk, Recruitment and Retention Officer, Senate Public Relations Officer, Internal Committee Chairs, and Caucus Chairs."; and,

THEREFORE, BE IT HEREBY FURTHER ENACTED

That the section of the job description for the Speaker of the Senate titled "General Responsibilities" that currently reads "The ASCSU Speaker of the Senate is the leader of the Legislative Branch. They are tasked with being the chair of the Senate and should have an extensive knowledge of Robert's Rules of Order to professionally conduct Senate Sessions on a weekly basis. The Speaker shall act as a liaison of the Legislative Branch to the CSU Faculty and Administration and shall attend all regular meetings between the CSU Administration and ASCSU Branch Leadership alongside the President and Vice President. The Speaker shall also act as a liaison of the Legislative Branch to the press and local/state government. The Speaker of the Senate shall act as the direct supervisor of other Senate Leadership Officials, including the Speaker Pro Tempore, Recruitment and Retention Officer, the Parliamentarian, and all elected Committee Chairs. The Speaker of the Senate shall strive to be outreach-focused, especially with the ideal of serving and supporting students who may not typically engage with student government or its resources." be amended to read as follows: "The ASCSU Speaker of the Senate is the leader of the Legislative Branch. They are tasked with being the chair of the Senate and should have an extensive knowledge of Robert's Rules of Order to professionally conduct Senate Sessions on a weekly basis. The Speaker shall act as a liaison of the Legislative Branch to the CSU Faculty and Administration and shall attend all regular meetings between the CSU Administration and ASCSU Branch Leadership alongside the President and Vice President. The Speaker shall also act as a liaison of the Legislative Branch to the press and local/state government. The Speaker of the Senate shall act as the direct supervisor of other Senate Leadership Officials, including the Speaker Pro Tempore, Recruitment and Retention Officer, the Parliamentarian, the Senate Public Relations Officer, and all elected Committee Chairs. The Speaker of the Senate shall strive to be outreach-focused, especially with the ideal of serving and supporting students who may not typically engage with student government or its resources."; and,

THEREFORE, BE IT HEREBY FURTHER ENACTED

That \$3,644.55 be allocated from the Senate Discretionary Fund to pay for the salary of the ASCSU Senate Public Relations Officer; and,

THEREFORE, BE IT HEREBY FURTHER ENACTED

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That the last enacted/resolved clause of any bill or resolution should formally state any necessary copies of the legislation be sent on to anyone interested or concerned. The most common is: That a copy of this legislation be forwarded to Amy Parsons, President, Colorado State University; Tony Frank, Chancellor, CSU System; Blanche Hughes, Vice President, Student Affairs; Ben Schrader, ASCSU Advisor; Jason Huitt, ASCSU Advisor; Elisa Randazzo, ASCSU Administrative Assistant; JoAnn Cornell, Director of the Asian Pacific American Cultural Center; Duan Ruff, Director, Student Leadership Involvement and Community Engagement; Dr. Jennifer Molock, Interim Director, Black/African American Cultural Center; Nina Askew, Interim Director, Black/African American Cultural Center; Aaron Escobedo Garmon, Director, El Centro; Maggie Hendrickson, Director, Pride Resource Center; Tyrone Smith, Director of the Native American Cultural Center; Victoria Benjamin, Director, Survivor Advocacy & Feminist Education Center; Erica LaFehr, Assistant Director for Educational Programs, Survivor Advocacy & Feminist Education Center; Justin Dove, Director, Student Disability Center;

**PASSAGE AND ENACTMENT OF LEX 5401
SESSION OF PASSAGE**

Yays - Nays - Abstentions

20-0-1

ASCSU SPEAKER OF THE SENATE HAYDEN TAYLOR

Hayden Taylor

DATE

9/19/2024

Nicholas Desalvo

9/19/24

ASCSU PRESIDENT NICK DESALVO

DATE

RESOURCES:

THAT THIS LEGISLATION SHALL BE FORWARDED TO:

Amy Parsons, President of Colorado State University
Tony Frank, Chancellor of the Colorado State University System
Blanche Hughes, Vice President for Student Affairs of Colorado State University
Evan Welch, Talent Development Specialist, ASCSU Advisor
Lindsay Mason, Director of Off-Campus Life, ASCSU Advisor
Ben Schrader, Director of the Adult Learner and Veteran Services, ASCSU Advisor
Jason Hewitt, ASCSU Advisor
Elisa Randazzo, ASCSU Administrative Assistant
JoAnn Cornell, Director of the Asian Pacific American Cultural Center
Duan Ruff, Director, Student Leadership Involvement and Community Engagement
Dr. Jennifer Molock, Interim Director, Black/African American Cultural Center
Nina Askew, Interim Director, Black/African American Cultural Center
Aaron Escobedo Garmon, Director of El Centro
Maggie Hendrickson, Director of the Pride Resource Center
Tyrone Smith, Director of the Native American Cultural Center
Victoria Benjamin, Director for the Survivor Advocacy & Feminist Education Center
Erica LaFehr, Assistant Director for Educational Programs for the Survivor Advocacy & Feminist Education Center
Justin Dove, Director of the Student Disability Center

ARCHIVE INFO [Parliamentarian Use Only]

INTRODUCTION DATE/SESSION:

August 22nd, 2024

ARCHIVE DATE:

COMMITTEE'S REVIEWED:

Internal Affairs Committee, University Affairs Committee,
Diversity, equity and Inclusion Affairs Committee, and
Budgetary Affairs Committee.

MONETARY? Y/N

Y

ASCSU Senate Public Relations Officer Job Description

Associated Students of Colorado State University

Shall receive compensation of \$3,644.55 for the academic year.

General Eligibility:

All nominees for the Senate Public Relations Officer shall be students enrolled in at least one (1) on-campus credit at Colorado State University and shall be in good standing with ASCSU and CSU at the time of their appointment. They shall maintain this standing and enrollment status throughout their tenure.

General Responsibilities:

The ASCSU Senate Public Relations Officer is responsible for marketing the ASCSU Senate through social media, tabling, speaking to classes, speaking to clubs/student organizations, and various other in person activities. It is important that the Senate Public Relations Officer is familiar with student organizations, college councils, and SDPS offices. The Senate Public Relations Officer should be aware of the inner workings of the ASCSU Senate. This officer will be working closely with the Executive Department of Marketing to attend CSU events and promote the organization of ASCSU, and specifically, the ASCSU Senate. The Senate Public Relations Officer will actively work with the Executive Department of marketing and director of Marketing to advertise the ASCSU Senate and inform the student body of internal happenings. The Senate Public Relations Officer shall strive to be outreach-focused, especially with the ideal of serving and supporting students who may not typically engage with student government or its resources.

Supervision:

The Senate Public Relations Officer is directly accountable to the students of Colorado State University via the Speaker of the Senate.

Job Specific Tasks and Responsibilities:

- Contribute a minimum of eight (8) hours throughout the workweek, four (4) hours of which are required inside the ASCSU Office. Work as many extra hours as needed to fulfill job duties.
 - A lack of completing Job Duties and hours can result in a lack of pay.
 - The remaining four hours shall be spent in outreach related activities, outlined below:
- Attend club meetings in which you are not an active member to share about the purpose and influence of the ASCSU Senate.
- Visit classes to share about the purpose and influence of the ASCSU Senate.
- Meet with Directors or Associate Directors of SDPS offices to maintain a healthy and productive relationship between ASCSU and SDPS offices.
- Tabling on the plaza for ASCSU to promote the ASCSU Senate.

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- Volunteer for ongoing opportunities from the ASCSU office or Slice office, with the expectation that the Senate Public Relations Officer is an ambassador of ASCSU.
- Attend Legislative Cabinet meetings.
- Attend ASCSU Senate meetings.
- Actively work with the Director of Marketing and the Chief of Staff to advertise the ASCSU Senate and inform the media of internal happenings.
- Work with the Department of Marketing to have tabling events for the ASCSU Senate.
- Coordinate outreach with student organizations and college councils, including attending meetings for said groups on a weekly basis.
- Maintain student organization contacts for ASCSU in coordination with the Executive Department of Marketing.
- Maintain contacts for Fraternity & Sorority Life and college councils; know the meeting times and locations of said groups. Keep this information in an Excel sheet. Visit these organizations to share about the purpose and influence of the ASCSU Senate.
- Attend major events for ASCSU, Colorado State University, Fraternity and Sorority Life, and other organizations to extend communications.
- Inform the Senate of major events going on in the CSU community.
- Market the Senate via social media and other means.
- Create and manage social media accounts for the ASCSU Senate.
 - When applicable, post information to inform the student body of internal happenings of the Senate. This includes, but is not limited to, upcoming legislation, passed legislation, upcoming elections to Senate positions and how to get involved, upcoming ratifications, etc.
- Use social media to inform students of the purpose, functions, and programs of the Senate.
- It is important that the Senate Public Relations Officer be familiar with marketing and promotional concepts and practices, social media practices, and web development.
- The Senate Public Relations Officer is responsible for overseeing all marketing and media activities of the Senate in a supervisory and strategic role.
- The Senate Public Relations Officer is responsible for creating graphics for digital and physical marketing materials of the ASCSU Senate.
- Create creative marketing strategies to further publicize the ASCSU Senate to the general student body.
- Write a progress report & submit it to the Speaker of the Senate and the Speaker Pro Tempore at the end of each month.
- Write alternative text for every post that shall follow ASCSU Accessibility standards, and be in the caption of the post and embedded in the post when applicable
 - Requirements for alternative text shall be satisfied by a description of any photographic material

General Tasks and Responsibilities:

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- Attend the highly recommended Spring Training Session, ASCSU Fall Retreat, and ASCSU Spring Retreat.
- Attend mandatory trainings, including diversity workshops, Parliamentary procedure training (in collaboration with Parliamentarian and Speaker Pro Tempore), mandatory reporter training, and any other training mandated by legislation or the constitution.
- Work to promote the mission and image of ASCSU, while maintaining professionalism as an Ambassador of ASCSU.
- Act in compliance with the expectations outlined in the ASCSU governing documents including the ASCSU Constitution, ASCSU Code of Ethics, and Legislative Bylaws.
- Follow all Colorado State University policies, including the Student Code of Conduct and the Principles of Community.
- Assist and support ASCSU Officials and the students of Colorado State University above and beyond the duties described here.

Basic Qualifications:

- Ability and interest to represent students of Colorado State University.
- General knowledge of the ASCSU Senatorial job descriptions and governing documents (status as a Senator or Associate Senator is not required).
- Friendly and social demeanor.
- Conduct oneself in a professional manner.
- Ability to work in a team-based environment.
- Demonstrate excellent interpersonal skills.
- Ability to work independently, identify resources, and make independent decisions.
- Possess strong communication skills.
- Have general knowledge of graphic design and resources for graphic designing
- Have general knowledge of various social media platforms.
- Willing to speak to groups like classes, clubs, and other student organizations.

Preferred Qualifications:

- Have intermediate interpersonal skills.
- Have intermediate marketing skills.
- Have intermediate graphic design skills.
- Have intermediate knowledge of various social media platforms.